

**REMARKS**

Claims 1-90 are pending in the above-identified application. Claims 1, 2, 5, 33, 34, 55, 59, 79, 84, 85, 86, 87, 88, and 89 have been amended, and claims 83 and 90 have been canceled herein. Upon entry of this amendment, claims 1-82 and 84-89 will be pending in the above-identified application.

Claims 1-4, 18, 20, 22-25, 29, 30, 32-36, 41, 45-47, 51, 52, 54-58, 65-67, 71, 75, 76, and 78-90

Applicant respectfully requests reconsideration of the rejection of claims 1-4, 18, 20, 22-25, 29, 30, 32-36, 41, 45-47, 51, 52, 54-58, 65-67, 71, 75, 76, and 78-90 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 3,986,283 (Pelaiez) in view of U.S. Patent No. 5,735,453 (Gick).

Claims 1-4, 18, 20, 22-25, 29, 30, and 32 recite an advertisement device comprising, among other elements, a synthetic panel having an indelible ink formulated for printing on synthetic materials printed thereon.

Neither Pelaiez nor Gick, considered alone or in combination, discloses or suggests an advertisement device comprising a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon. Pelaiez discloses a novelty post card integrally molded with decorative or humorous material in bold relief in the synthetic plastic material. While Pelaiez further teaches that the outer surfaces of the decorative or humorous material molded in bold relief may be inked, such as by running an inking roller over the face of the card, to boldly set off the material, it fails teach, let alone suggest, *an indelible ink formulated for printing on synthetic materials* printed thereon.

Furthermore, Pelaiez discloses applying a printed paper backing against a back of the novelty post card when it is desired to print a substantial amount of advertising or other matter on the back of the card (Column 2, lines 41-47). Accordingly, Pelaiez teaches away from the indelible ink of the present invention that does not wash away or easily degrade by preferring to print any substantial amount of advertising or other matter on a paper backing applied against the novelty post card. Gick similarly fails to disclose or suggest a synthetic panel having an indelible ink formulated for printing on synthetic materials printed thereon. As neither of the cited references discloses or

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suggests these features, alone or in combination, the Section 103 rejection of Claims 1-4, 18, 20, 22-25, 29, 30, and 32 is improper and should be withdrawn.

Dependent Claim 2 further requires that the delivery information is printed directly on a surface of one of the front side and the back side of the synthetic panel using at least one of silk screening, sheet fed printing, web offset printing, web letter press printing, gravure printing, and ink jet printing. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests this element. Accordingly, the Section 103 rejection of Claim 2 is additionally improper and should be withdrawn.

Claims 33-36, 41, 45-47, 51, 52, and 54 recite a method of delivering an advertisement device by direct mail delivery to a recipient comprising, among other elements, printing an advertisement on the synthetic panel of the advertisement device using an indelible ink formulated for printing on synthetic materials. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests printing an advertisement on a synthetic panel of an advertisement device using *an indelible ink formulated for printing on synthetic materials*. Accordingly, the Section 103 rejection of Claims 33-36, 41, 45-47, 51, 52, and 54 is improper and should be withdrawn.

Dependent Claim 34 further recites printing delivery information directly on a surface of at least one of the front side and the back side of the synthetic panel using at least one of silk screening, sheet fed printing, web offset printing, web letter press printing, gravure printing, and ink jet printing. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests this element. Accordingly, for at least this additional reason the Section 103 rejection of Claim 34 is improper and should be withdrawn.

Claims 55-58, 65-67, 71, 75, 76, and 78 recite an advertisement device system comprising, among other elements, means for applying delivery information on the advertising device system. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon by any means. Accordingly, the Section 103 rejection of Claims 55-58, 65-67, 71, 75, 76, and 78 is improper and should be withdrawn.

Dependent Claim 56 further recites the means for applying the delivery information comprises at least one of silk screening, sheet fed printing, web offset printing, web letter press printing, gravure printing, and ink jet printing. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests this claimed element. Accordingly, for at least this additional reason, the Section 103 rejection of Claim 56 is improper and should be withdrawn.

Claims 79-82 recite an advertisement device comprising, among other things, a synthetic panel, wherein the synthetic panel has a shape related to a theme of one of a product and a service being advertised by the device. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests the features recited in claims 79-82. Rather, Pelaez discloses a novelty post card having decorative or humorous material on a face of the card, and Gick discloses a decorative post card having a flower or heart shape. Thus, the Section 103 rejection of Claims 79-82 is improper and should be withdrawn.

Claim 84 recites an advertisement device comprising a synthetic panel having a non-porous surface adapted for receiving printing inks formulated for printing on synthetic materials, wherein the printing inks are used to print on the non-porous surface of the synthetic panel such that the inks are indelible once applied. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests a synthetic panel having a non-porous surface adapted for receiving printing inks *formulated for printing on synthetic materials*, wherein the printing inks are used to print on the non-porous surface of the synthetic panel such that the inks are *indelible* once applied. Accordingly, the Section 103 rejection of Claim 84 is improper and should be withdrawn.

Claim 85 recites, among other things, an advertisement device comprising a synthetic panel, wherein the synthetic panel is adapted to receive printing thereon, and no substantial material degradation of the printing occurs during handling. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests the features recited in Claim 85. As discussed above, by preferring to print any substantial amount of advertising or other matter on a paper backing applied against the novelty post card, Pelaez teaches away from a synthetic panel adapted for receiving printing thereon wherein no substantial material degradation of the printing occurs during handling. Accordingly, the Section 103 rejection of Claim 85 is improper and should be withdrawn.

Claim 86 recites a method of delivering an advertisement device by direct mail delivery to a recipient, comprising, among other elements, forming a synthetic panel into a shape related to a theme of one of a product and a service being advertised by the device. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests the features recited in Claim 86. Rather, Pelaez discloses a novelty post card having decorative or humorous material on a face of the card, and Gick discloses a decorative post card having a flower or heart shape. Accordingly, the Section 103 rejection of Claim 86 is improper and should be withdrawn.

Claim 87 recites a method of delivering an advertisement device by direct mail delivery to a recipient, comprising, among other elements, forming a synthetic panel of a material without molding. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests forming a synthetic panel of a material without molding. Rather, Pelaez discloses a novelty post card formed by injection molding a synthetic plastic material, and Gick discloses a decorative post card formed by sandwiching a foam board between sheets of paper. As neither of the cited references discloses or suggests the features recited in Claim 87, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claim 87 is improper and should be withdrawn.

Claim 88 recites a method of delivering an advertisement device by direct mail delivery to a recipient, comprising, among other elements, printing an advertisement on the synthetic panel using the printing inks, such that the printing is indelible once applied to the non-porous surface. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests forming a synthetic panel having a non-porous surface adapted for receiving printing inks *formulated for printing on synthetic materials*, and printing an advertisement on the synthetic panel using the printing inks, such that the printing is *indelible* once applied to the non-porous surface. Accordingly, the Section 103 rejection of Claim 88 is improper and should be withdrawn.

Claim 89 recites a method of delivering an advertisement device by direct mail delivery to a recipient, comprising, among other elements, printing an advertisement on the synthetic panel of the advertisement device using inks such that no substantial material degradation of the printing occurs during handling. Neither Pelaez nor Gick, considered alone or in combination, discloses or suggests the features recited in claim

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89. As discussed above, by teaching that a user must print any substantial amount of advertising or other matter on a paper backing applied against the novelty post card, Pelaez teaches away from forming a synthetic panel and printing an advertisement on the synthetic panel using inks such that no substantial material degradation of the printing occurs during handling. Accordingly, the Section 103 rejection of Claim 89 is improper and should be withdrawn.

Claims 5-13, 26-28, 38-40, 48-50, 59, 61-64, and 72-74

Applicant respectfully requests reconsideration of the rejection of claims 5-13, 26-28, 38-40, 48-50, 59, 61-64, and 72-74 under 35 U.S.C. 103(a) as being unpatentable over Pelaez in view of Gick and further in view of U.S. Patent No. 4,506,823 (Buchler).

Claims 5-13 and 26-28 recite an advertisement device comprising, among other elements, a synthetic panel having an indelible ink formulated for printing on synthetic materials printed thereon. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests an advertisement device comprising a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, Buchler does not disclose or suggest these features. Accordingly, the Section 103 rejection of Claims 5-13 and 26-28 is improper and should be withdrawn.

Dependent claim 5 further recites the synthetic panel has at least one of a printed pattern related to a theme of at least one of a product and a service, and a cutout embedded in the synthetic panel related to a theme of at least one of a product and a service. None of the cited references disclose or suggest the features recited in claim 5. Rather, Buchler discloses a non-rectangular letter card whose peripheral outline is suggestive of its purpose, such as a wedding, a trip, or a holiday. Thus, Buchler fails to disclose or suggest a synthetic panel having at least one of a *printed pattern* related to a theme of at least one of *a product and a service*, and a *cutout* embedded in said synthetic panel related to a theme of at least one of *a product and a service*. Pelaez and Gick also fail to disclose or suggest these features. As none of the cited references disclose or suggest these features, alone or in combination, for this additional reason the Section 103 rejection of Claim 5 is improper and should be withdrawn.

With regard to the further recitations of dependent claims 6-9 and 12, Applicant submits that none of the cited references, considered alone or in combination, disclose or suggest a cutout die cut from a synthetic sheet, a cutout knife cut from a synthetic sheet, a cutout implemented when a synthetic panel is molded, a cutout following an outline of a printed pattern, or a design comprising at least one of an advertisement, a trade name, a trademark, and a service mark. Accordingly, for this additional reason the Section 103 rejection of Claims 6-9 and 12 is improper and should be withdrawn.

Claims 38-40 and 48-50 recite a method of delivering an advertisement device by direct mail delivery to a recipient comprising, among other elements, printing an advertisement on the synthetic panel of the advertisement device using an indelible ink formulated for printing on synthetic materials. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests printing an advertisement on a synthetic panel of the advertisement device using *an indelible ink formulated for printing on synthetic materials*. Additionally, Buchler does not disclose or suggest these features. Accordingly, the Section 103 rejection of Claims 38-40 and 48-50 is improper and should be withdrawn.

With regard to the further recitations of Dependent Claims 39 and 40, Applicant submits none of the cited references, considered alone or in combination, disclose or suggest a *cutout* relating to at least one of a theme of *a product or a service*, or a cutout following an outline of a printed pattern. Accordingly, for this additional reason the Section 103 rejection of Claims 39 and 40 is improper and should be withdrawn.

Claims 59, 61-64, and 72-74 recite an advertisement device system comprising (i) a synthetic panel, having a back side, a front side, at least one of said back side and said front side having an indelible ink formulated for printing on synthetic materials printed thereon, and a thickness sufficient to maintain integrity of the synthetic panel, and (ii) means for applying delivery information on the advertising device system. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, Buchler does not disclose or suggest these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claims 59, 61-64, and 72-74 is improper and should be withdrawn.

Dependent Claim 59 further recites that the synthetic panel has at least one of a printed pattern related to a theme of at least one of a product and a service, and a cutout embedded in the synthetic panel related to a theme of at least one of a product and a service. None of the cited references, considered alone or in combination, disclose or suggest the features recited in Claim 59. Rather, as discussed above, Buchler fails to disclose or suggest a synthetic panel having at least one of a *printed pattern* related to a theme of at least one of a *product and a service*, and a *cutout* embedded in said synthetic panel related to a theme of at least one of a *product and a service*. Pelaez and Gick also fail to disclose or suggest these features alone or in combination. Accordingly, for this additional reason the Section 103 rejection of Claim 59 is improper and should be withdrawn.

With regard to the further recitations of dependent claims 61-64, Applicant submits none of the cited references, considered alone or in combination, disclose or suggest a cutout that is die cut, a cutout that is knife cut, a cutout implemented when a synthetic panel is molded, or a cutout following an outline of a printed pattern. Accordingly, for this additional reason the Section 103 rejection of Claims 61-64 is improper and should be withdrawn.

Claims 14-17, 19, 21, 37, 42-44, and 68-70

Applicant respectfully requests reconsideration of the rejection of Claims 14-17, 19, 21, 37, 42-44, and 68-70 under 35 U.S.C. 103(a) as being unpatentable over Pelaez in view of Gick and further in view of U.S. Patent No. 6,325,969 (Aamodt).

Claims 14-17, 19, and 21 recite an advertisement device comprising, among other things, a synthetic panel, having a back side, a front side, at least one of the back side and the front side having an indelible ink formulated for printing on synthetic materials printed thereon. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests an advertisement device comprising a *indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, Aamodt does not disclose or suggest these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claims 14-17, 19, and 21 is improper and should be withdrawn.

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With regard to the further recitations of Dependent claims 14-17, 19, and 21, Applicant submits none of the cited references, considered alone or in combination, disclose or suggest ink comprising an anti-microbial agent, a coating comprising an anti-microbial agent on at least one surface of a synthetic panel, a coating comprising an anti-microbial agent on substantially all the surfaces of a synthetic panel, or a synthetic panel comprising an anti-microbial agent. Accordingly, for this additional reason the Section 103 rejection of claims 14-17, 19, and 21 is improper and should be withdrawn.

Claims 37 and 42-44 recite a method of delivering an advertisement device by direct mail delivery to a recipient comprising, among other elements printing an advertisement on the synthetic panel of the advertisement device using an indelible ink formulated for printing on synthetic materials. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests printing an advertisement on a synthetic panel of the advertisement device using an *indelible ink formulated for printing on synthetic materials*. Additionally, Aamodt does not disclose or suggest these features. Accordingly, the Section 103 rejection of Claims 37 and 42-44 is improper and should be withdrawn.

With respect to Dependent Claims 37 and 42-44, Applicant submits none of the cited references, considered alone or in combination, disclose or suggest ink comprising an anti-microbial agent, adding an anti-microbial agent to a synthetic panel, coating at least one surface of a synthetic panel with a coating comprising an anti-microbial agent, or coating substantially all surfaces of a synthetic panel with a coating comprising an anti-microbial agent. Accordingly, for this additional reason the Section 103 rejection of Claims 37 and 42-44 is improper and should be withdrawn.

Claims 68-70 recite an advertisement device system comprising, among other elements, (i) a synthetic panel, having a back side, a front side, at least one of said back side and said front side having an indelible ink formulated for printing on synthetic materials printed thereon, and a thickness sufficient to maintain integrity of the synthetic panel, and (ii) means for applying delivery information on the advertising device system. These claims further include an anti-microbial agent, a coating comprising an anti-microbial agent on at least one surface of a synthetic panel, or a coating comprising an anti-microbial agent on substantially all surfaces of a synthetic panel. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or



suggests a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon or the anti-microbial agent. Additionally, Aamodt does not disclose or suggest these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claims 68-70 is improper and should be withdrawn.

Claims 31, 53, and 77

Applicant respectfully requests reconsideration of the rejection of claims 31, 53, and 77 under 35 U.S.C. 103(a) as being unpatentable over Pelaez in view of Gick and further in view of U.S. Patent No. 6,499,654 (Huff).

Claim 31 recites an advertisement device comprising, among other elements, a synthetic panel having an indelible ink formulated for printing on synthetic materials printed thereon. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests an advertisement device having *an indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, Huff does not disclose or suggest these features. Accordingly, the Section 103 rejection of Claim 31 is improper and should be withdrawn.

Claim 53 recites a method of delivering an advertisement device by direct mail delivery to a recipient comprising, among other elements, printing an advertisement on the synthetic panel of the advertisement device using an indelible ink formulated for printing on synthetic materials. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests printing an advertisement on a synthetic panel of the advertisement device using *an indelible ink formulated for printing on synthetic materials*. Additionally, Huff does not disclose or suggest these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claim 53 is improper and should be withdrawn.

Claim 77 recites an advertisement device system comprising, among other elements, means for applying delivery information on the advertising device system. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, Huff does not disclose or suggest

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these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claim 77 is improper and should be withdrawn.

Claim 60

Applicant respectfully requests reconsideration of the rejection of claim 60 under 35 U.S.C. 103(a) as being unpatentable over Pelaez in view of Gick and Buchler and further in view of Aamodt.

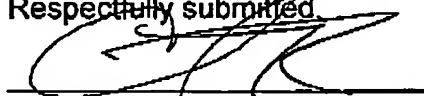
Claim 60 recites an advertisement device system comprising, among other elements, an indelible ink formulated for printing on synthetic materials printed thereon, and a thickness sufficient to maintain integrity of the synthetic panel, means for applying delivery information on the advertising device system and an anti-microbial agent. As discussed above, neither Pelaez nor Gick, considered alone or in combination, discloses or suggests a synthetic panel having *an indelible ink formulated for printing on synthetic materials* printed thereon. Additionally, neither Buchler nor Aamodt, considered alone or in combination, discloses or suggests these features. As none of the cited references disclose or suggest these features, the combination of references does not disclose or suggest them. Accordingly, the Section 103 rejection of Claim 60 is improper and should be withdrawn.

CONCLUSION

If the Examiner believes that there is any issue which could be resolved by a telephone or personal interview, the Examiner is respectfully requested to contact the undersigned attorney at the telephone number listed below.

As it is believed that the application is in condition for allowance, Applicant respectfully requests a favorable action and Notice of Allowance.

Respectfully submitted



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